

I) IN THE CLAIMS:

1 1. (Previously presented). A method of enabling a client device to access a primary
2 content file comprising the steps of:
3 (a) inputting into the client device a linkage code comprising a routing identification code
4 and an item identification code;
5 (b) transmitting the linkage code from the client device to a URL-assembly server, the
6 URL-assembly server extracting the routing identification code from the linkage code;
7 (c) transmitting by the URL-assembly server to a routing server the routing identification
8 code, and obtaining from the routing server a URL template associated with the routing
9 identification code, the URL template comprising the name of a resolution server and at
10 least one parameter field to be completed by the URL-assembly server;
11 (d) completing the URL template by filling in at least the item identification code;
12 (e) sending the completed URL template to the resolution server named therein to
13 determine the location of the primary content file based on the item identification code;
14 and
15 (f) the resolution server sending a primary content URL that specifies the location of the
16 primary content file.

1 2. (Previously presented). The method of claim 1, further comprising the step of using the
2 primary content file URL to provide the primary content file to the client device from a
3 primary content server identified by the primary content file URL.

1 3. (Previously presented). The method of claim 13, wherein the client device is a wireless
2 device supporting WML content.

1 4. (Previously presented). The method of claim 13, wherein the client device is a wireless
2 device supporting HTML content.

1 5. (Previously presented). The method of claim 13, wherein the client device is a wireless
2 device supporting HDML content.

1 6. (Previously presented). The method of claim 13, wherein the client device is a personal
2 computer supporting HTML content.

1 7. (Previously presented). A system for enabling a client device to access a primary
2 content file over a computer network, comprising:

3 (a) a client device interconnected to the computer network;
4 (b) means for inputting into the client device a linkage code comprising a
5 routing identification code and an item identification code;
6 (c) a URL-assembly server interconnected to the computer network;
7 (d) a routing server interconnected to the computer network;
8 (e) a resolution server interconnected to the computer network; and
9 (f) a primary content server interconnected to the computer network; wherein
10 the client device comprises means for transmitting the linkage code to the URL-
11 assembly server;

12 the URL-assembly server comprises means for extracting the routing
13 identification code from the linkage code, means for transmitting to a the routing server
14 the routing identification code, means for obtaining from the routing server a URL
15 template associated with the routing identification code, the URL template comprising
16 the name of a resolution server and at least one parameter field to be completed by the
17 URL-assembly server, means for completing the URL template by filling in at least the
18 item identification code, and means for sending the completed URL template to the
19 resolution server named therein to determine the location of the primary content file
20 based on the item identification code;

21 the resolution server comprising means for sending a primary content URL that
22 specifies the location of the primary content file in the primary content server.

1 8. (Previously presented). The system of claim 7, wherein the primary content server
2 further comprises means for providing the primary content file identified by the primary
3 content URL to the client device.

1 9. (Previously presented). The system of claim 14, wherein the client device is a wireless
2 device supporting WML content.

1 10. (Previously presented). The system of claim 14, wherein the client device is a
2 wireless device supporting HDML content.

1 11. (Previously presented). The system of claim 14, wherein the client device is a
2 wireless device supporting HTML content.

1 12. (Previously presented). The system of claim 14, wherein the client device is a
2 personal computer supporting HTML content.

1 13. (Previously presented). The method of claim 1 wherein:
2 a client device identification code is transmitted by the client device to the URL-
3 assembly server along with the linkage code, the client device identification code
4 functioning to identify operational characteristics of the client device;
5 the client device identification code is transmitted by the URL-assembly server to
6 the routing server along with the routing identification code; and
7 the URL template obtained from the routing server is associated with the client
8 device identification code and the routing identification code.

1 14. (Previously presented). The system of claim 7 wherein:
2 a client device identification code is transmitted by the client device to the URL-
3 assembly server along with the linkage code, the client device identification code
4 functioning to identify operational characteristics of the client device;
5 the client device identification code is transmitted by the URL-assembly server to
6 the routing server along with the routing identification code; and
7 the URL template obtained from the routing server is associated with the client
8 device identification code and the routing identification code.